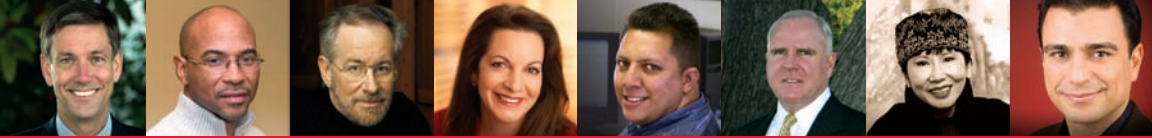


Who is **WORKING** FOR CALIFORNIA?



THE CALIFORNIA STATE UNIVERSITY

Meet eight remarkable CSU alumni who are making a difference. From Allen Warren, the real estate developer who is taking desolated land and turning it into affordable living, to Julia Stewart who has helped make the IHOP brand a morning mainstay, there is one thing they attribute to their success: getting an education at the California State University.

The California State University graduates more than 89,000 students into the state's workforce each year. The California State University drives California's economy by providing the majority of professionals in the industries that make the state competitive—agriculture, engineering, business, technology, media, tourism/hospitality and many more.

But look beyond the facts to the faces inside these pages. Their work has influenced and impacted our lives in many ways. Read their stories and you will understand how an investment in the California State University can yield a lifetime of success.



The California State University

WORKING FOR CALIFORNIA



**The 23 outstanding
campuses of the
California State University**

www.calstate.edu



RISING AND SHINING

Julia Stewart

Chairman and Chief Executive Officer
IHOP Corp.

San Diego State University
(1977, Speech Communication)

» Started waitressing at age 16.

» Worked her way up in restaurant marketing and management with stints at Stuart Anderson's Black Angus/Cattle Company Restaurants, Spoons Grill & Bar, Burger King Corp., and Carl's Jr. Restaurants.

» Held several executive positions with Taco Bell including national vice president of Franchise and License and Western Region Vice President of Operations.

» Became president of domestic division of Applebee's.

» As chairman and CEO of IHOP has generated 19 consecutive quarters of same-store sales increases and achieved a record high stock price.



FIRST-CLASS EDUCATOR

Jack O'Connell

State Superintendent of Public Instruction
State of California
California State University, Fullerton
(1973, History)

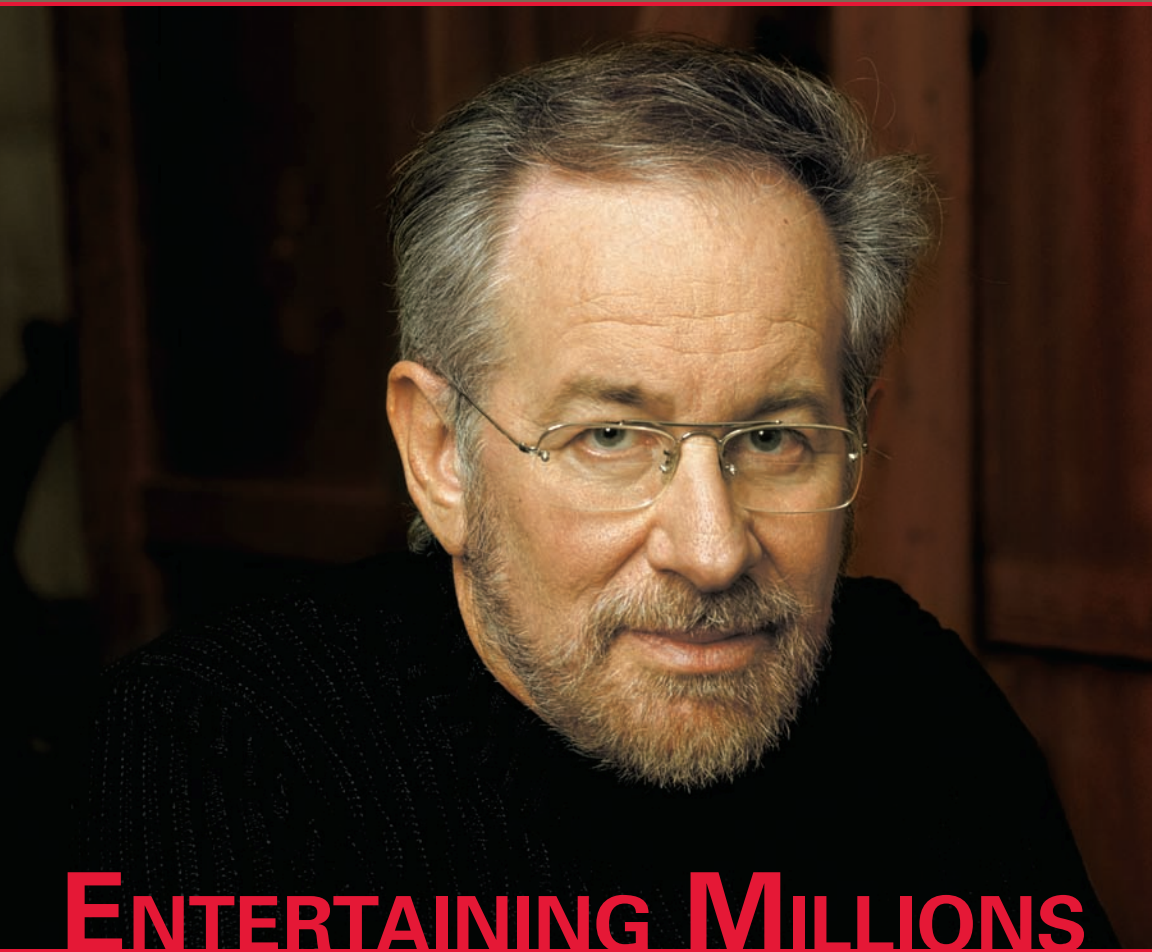
>> Taught at his high school alma mater and served on the Santa Barbara County School Board.

>> Elected to the 35th State Assembly District in 1982; re-elected by wide margins thereafter, once garnering both the Republican and Democratic nominations.

>> Elected to the 18th State Senate District on the central coast in 1994 and won re-election in 1998.

>> Became State Superintendent of Public Instruction in 2002 and re-elected in 2006 to lead California's public school system and Department of Education; known as a tireless advocate for students who has the ability to forge consensus on contentious issues.

>> Working to improve student achievement in high schools by authoring legislation creating the high school exit exam, and facilitating partnerships between schools, businesses, communities, and philanthropies.



ENTERTAINING MILLIONS

Steven Spielberg

Director, Producer, Screenwriter

California State University, Long Beach

(2001, Film and Video Production)

» Began making amateur 8 mm adventure and horror movies featuring family members and friends. First professional short film was *Amblin'*, which later became the moniker for his production company, Amblin Entertainment.

» Directed *Jaws* in 1975, which won three Oscars and was the first movie to gross more than \$100 million.

» Co-founded the Hollywood studio, DreamWorks, with Jeffrey Katzenberg and David Geffen.

» Body of work includes *Close Encounters of the Third Kind*, *E.T.*, *Jurassic Park*, *Saving Private Ryan*, and *Schindler's List* among many others.

» *Time Magazine* listed him as one of the 100 Greatest People of the Century, and at the end of the 20th century, *Life Magazine* named him "the most influential person of his generation."



SEARCH ENGINE

Omid Kordestani

Senior Vice President, Global Sales
& Business Development, Google
San José State University
(1984, Electrical Engineering)

» Had stints in marketing, product management and business development at The 3DO Company, Go Corporation and Hewlett-Packard.

» Grew Netscape's online revenue to more than \$200 million from \$88 million in 18 months.

» Led the development and implementation of Google's initial business model.

» Brought Google to profitability in record time, generating more than \$10 billion in revenue in 2006.

» Now responsible for Google's worldwide revenue generation efforts and the operations of the company's sales force.



NOVEL IDEAS

Amy Tan

Author

San José State University
(1973, English and Linguistics)

» Mother wanted her to become a doctor and concert pianist; she chose writing fiction.

» Five novels (*The Joy Luck Club*, *The Kitchen God's Wife*, *The Hundred Secret Senses*, *The Bonesetter's Daughter*, *Saving Fish From Drowning*) are all *New York Times* bestsellers and recipients of various awards.

» Served as co-producer and co-screenwriter for the film adaptation of *The Joy Luck Club*, which was produced by Oliver Stone and directed by Wayne Wang.

» Has written two children's books, numerous articles for major magazines, and a memoir, *The Opposite of Fate*.

» Work has been translated into 35 languages including Spanish, French, Finnish, Chinese, Arabic, and Hebrew.



CREAM OF THE CROP

Roberto Ramirez

Co-owner

Mountain Meadow Mushroom Farm

California State University, San Marcos
(2000, Liberal Studies)

» Worked as a summer employee at the mushroom farm and showed an affinity for every aspect of the operation.

» Became assistant general manager after graduating from college and worked his way up to general manager in three years.

» Developed a system for analyzing data that resulted in improved production and profitability and helped reduce expenses by being trained in operations that would otherwise be outsourced.

» Formed a partnership with a local school to teach students about the mushroom industry and about agriculture.



DEVELOPING DREAMS

Allen Warren

President and CEO

New Faze Development

California State University, East Bay

(1989, Political Science)

» Played center field for the New York Yankees farm team.

» Worked as a stockbroker for Dean Witter, where he realized the potential of the real estate market.

» Persuaded his mother to let him develop the 5-acre parcel she owned in Del Paso Heights into a 26-lot subdivision. That led to a series of successful projects.

» Started New Faze Development in 1990, which has a portfolio of properties worth in excess of \$1 billion.



HIGHLY DECORATED

Paddy Gough

Colonel

United States Marine Corps

California State University, Fullerton

(1980, History)

- » Graduated from college and completed basic training at the same time; commissioned a second lieutenant in the U.S. Marine Corps and became a Naval Aviator.
- » Has logged more than 3,800 flight hours and seen active duty in the Persian Gulf during Operation Earnest Will and as a major during Desert Shield and Desert Storm.
- » Promoted to colonel and served during Operation Enduring Freedom and Operation Iraqi Freedom. Selected to command Marine Aircraft Group 39, the largest aircraft group in the Marine Corps with nine operational squadrons, 200 aircraft, and 5,000 Marines and sailors.
- » Currently serves as deputy commander for Marine Corps Installations West.



SECURING THE FUTURE

Kenneth Fisher

CEO

Fisher Investments

Humboldt State University

(1972, Economics)

» Started Fisher Investments less than a decade after graduating from Humboldt State.

» Fisher Investments manages more than \$44 billion for Fortune 500 companies, prominent institutions and individuals.

» Fisher is one of the longest running columnists for *Forbes* magazine and has written four finance books.

» With a net worth of \$1.8 billion, Fisher is listed as No. 271 on the the 2007 *Forbes* "400 Richest People in America" list and No. 677 on the *Forbes* 2008 World Billionaires list.

THE CALIFORNIA STATE UNIVERSITY'S RENOWNED ALUMNI

The California State University has more than 2 million alumni who have distinguished themselves in every field, including arts and entertainment, business, education, media, public administration, the sciences, sports, agriculture and engineering. CSU graduates are at the core of California in virtually every field of endeavor and include such notables as:

Anne Rice, novelist, San Francisco State

Tom Hanks, actor, Sacramento State

Robert "Hoot" Gibson, astronaut, Cal Poly San Luis Obispo

Carolyn Shoemaker, astronomer and comet discoverer, CSU Chico

Rosario Marín, 41st Treasurer of the United States, CSU Los Angeles

Annette Bening, actress, San Francisco State

Paula Abdul, singer and dancer, CSU Northridge

Dana Carvey, comedian, San Francisco State

Tony Gwynn, baseball hall-of-famer, San Diego State

Steve Martin, comedian and actor, CSU Long Beach

Al Yankovic (aka "Weird Al"), entertainer, Cal Poly San Luis Obispo

John C. Brewer, president and editor-in-chief, *The New York Times*, Cal Poly Pomona

George Golleher, CEO of Ralph's Grocery Co., CSU Fullerton

Donald Sterling, owner, Los Angeles Clippers, CSU Los Angeles

Lela Rochon, actress, CSU Dominguez Hills

Jessica McClintock, fashion designer, San José State

Richard Houghton, international scientist, Fresno State

CSU

The California State University

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